

MAO GEPING BEAUTY EDUCATION SETS STRATEGIC BASE IN HONG KONG TO LAUNCH AN INTERNATIONAL PRACTICE OF EASTERN AESTHETICS

Following the successful listing of its parent company and the debut of its first boutique counter in Hong Kong, Mao Geping Beauty Education established its presence in Hong Kong — deepening the brand's local footprint in beauty training, talent development, and cultural exchange.



“Hong Kong serves as our strategic global hub — its international platform and open market allow us to showcase Eastern beauty to the world, validate our global brand expression, and connect with diverse cultures.”

WANG LIQUN

Deputy Chairman of Mao Geping Cosmetics Co., Ltd.
Co-founder and President of Mao Geping Beauty Education

“We believe beauty and culture possess the power to transcend geographies, inspiring understanding and resonance between people — and Hong Kong's international vision aligns perfectly with this belief,” stated Wang Liqun, Deputy Chairman of Mao Geping Cosmetics Co., Ltd. and Co-founder and President of Mao Geping Beauty Education.

Operating as a regional office, Mao Geping Beauty Education (Hong Kong) Co., Limited (Mao Geping Beauty Education) merges Eastern aesthetics with international standards to train cross-cultural beauty talent and foster artistic collaboration.

Built on founder Mao Geping's signature “Light and Shadow Aesthetics” philosophy and designed specifically for the Hong Kong market, the bespoke curriculum features professional makeup artist courses for aspiring practitioners alongside one-on-one personalized lifestyle beauty classes for individuals.

Hong Kong as the Gateway for Global Expansion

“Entering Hong Kong marks a crucial milestone in our internationalisation journey,” shared Wang. “The city's open, diverse culture, and strong government support for creative industries offer an unmatched platform to showcase Eastern aesthetics to global audiences.” She added: “Hong Kong's mature, international cultural landscape provides an authentic market environment for refining our beauty curriculum, hands-on

training, and cross-cultural talent development.”

Pioneering “Sports + Beauty” Collaboration

Looking ahead, the Hong Kong campus will actively partner with cultural and educational institutions to launch an innovative “Sports + Beauty” development journey. “The brand's rich aesthetic heritage and strong industry influence empower us to pursue this vision. Our founder Mao served as a styling designer for the 2008 Beijing Olympics and Chief Styling Designer for the 2022 Hangzhou Asian Games, showcasing Eastern aesthetics on the global stage. We look forward to bringing this experience to Hong Kong,” Wang noted.

Seamless Setup and Strategic Backing from InvestHK

InvestHK served as an essential partner in establishing the Hong Kong campus. “InvestHK provided precise guidance on local legal and regulatory requirements, and employment ordinances, allowing us to transition smoothly from registration in 2025 to trial operations in less than a year,” Wang highlighted. “InvestHK also facilitated connections with local commercial partners and government entities, accelerating our adaptation to Hong Kong's business environment. Their ongoing support and official presence at our July 2026 launch showcase event strengthen our confidence as we expand across Asia and beyond.”



Mao Geping Beauty Education

- Founded in 2000 by renowned cosmetics artist Mao Geping, operating 12 direct-managed campuses across the Chinese Mainland and Hong Kong
- Home to over 200 professional trainers and backed by over 100 industry and social honours awarded across all campuses
- Delivered makeup and styling support for more than 1,500 medium-to-large events

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